

REMARKS/ARGUMENTS

In response to the Examiner's further Office Action of January 14, 2010 the Applicant respectfully submits the accompanying Amendment of the claims and the following Remarks.

Regarding Amendment

In the Amendment:

independent claim 1 is amended to specify that the distance between the printhead and the threaded web is adjusted by adjusting adjusters on the planar rail removably supporting the printhead to move the planar rail relative to the threaded web. Support for this amendment can be found at page 39, lines 24-36 and Figs. 10 and 11 of the present application; and

dependent claims 3-5, 7, 13, 31, 37-41 and 49 are unchanged.

It is respectfully submitted that the Amendment does not add any new matter to the present application.

Regarding 35 USC 103(a) Rejections

It is respectfully submitted that the subject matter of pending independent claim 1, and claims 3-5, 7, 13, 31, 37-41 and 49 dependent therefrom, is not taught or suggested by any one or more of previously cited Martin, Nozawa, Edrinn, Stoffel and Goldstein in view of Writt, because unlike the claimed invention in which the planar rail is moved to adjust the distance between the printhead and media web, Writt specifically discloses that the printhead carriage 12 is moved by selecting one of the paths 24,26 on the crossbar 22 to select the print gap not the crossbar itself (see col. 3, lines 27-60), and none of the other cited references make up for this deficiency in Writt.

It is respectfully submitted that all of the Examiner's rejections have been traversed. Accordingly, it is submitted that the present application is in condition for allowance and reconsideration of the present application is respectfully requested.

Very respectfully,



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